

# City of Falls Church Schedule of Events

### Easter Egg Hunt

Cherry Hill Park, Saturday prior to Easter, 10am

### City Art Show & Sale

Falls Church Community Center, fourth Friday and Saturday in April  
Friday 5-7pm, Saturday 12-4pm

### Farmers' Market

City Hall Parking Lot, Saturdays year round  
Summer/Spring 8am-12noon, Winter 9am-12noon

### Civil War Reenactment

Cherry Hill Park, third Saturday in May, 10am-4pm

### Memorial Day Parade & Festival

City Hall Grounds, Memorial Day, 9am-5pm

### Concerts in the Park

Cherry Hill Park, Thursdays in June and July, 7pm

### Independence Day Celebration

George Mason High School, July 4th, 7pm

### Sunset Cinema

Cherry Hill Park, Fridays in September, 8:30pm

### Fall Festival & Taste of Falls Church

Cherry Hill Park, second Saturday in September, 10am-4pm

### Farm Day

Cherry Hill Park, second Saturday in October, 10am-3pm

### Halloween Carnival

Falls Church Community Center, Saturday prior to Halloween  
6-8:30pm

### Veterans Day Ceremony

Falls Church Veterans Memorial, November 11, 11am

### Civil War Thanksgiving Reenactment

Cherry Hill Park, Saturday after Thanksgiving, 11am-3pm

### Holiday Craft Show

Falls Church Community Center, first weekend in December  
Saturday 9am-4pm, Sunday 11am-4pm

### New Year's Eve Teen Extravaganza

Falls Church Community Center, December 31st, 7pm-1am

### Interested in becoming a sponsor?

Please contact Jenny Elmore at 703.248.5199 or  
jelmore@fallschurchva.gov

*Photos courtesy of Gary Mester*



# CITY OF FALLS CHURCH

## Sponsorship Opportunities



## Partner with the City of Falls Church

Located only six miles from the Nation's Capital and inside the Capital Beltway, the City of Falls Church is a wonderful place to live, work and visit, offering diversity in housing, amenities and services. Its historic charm reflects the stewardship of residents and their local government. It is built on a human scale, where visitors and residents alike can find everything they need while experiencing the fabric of life in friendly, close-knit community.

Falls Church became a township in 1875 and then an independent city in 1948. The City is easily accessible by both East Falls Church and West Falls Church Metro stations, several bus routes and Interstate 66. Falls Church City takes pride in its long standing tradition of community wide events. Residents and visitors alike turn out for our family friendly events and celebrations. Our special events range from, the Taste of Falls Church where you can sample the eclectic offerings of our unique restaurants to the Memorial Day Parade that highlights the ethnically diverse area we live in. Live music, fireworks, children's activities, amusement rides, food and craft vendors are just a few of the offerings at these annual events.



We invite you to become a partner with the City of Falls Church in offering one or several of these special events. Gain exposure for your business in front of a large, varied audience and show your community support in the area where you do business. We look forward to partnering with you!

The sponsorship packages outlined are basic and can be customized to meet your company's marketing/outreach goals. Please call Jenny Elmore at **703.248.5199** or e-mail [jelmore@fallschurchva.gov](mailto:jelmore@fallschurchva.gov) to discuss sponsorship opportunities in further detail.

## Easter Egg Hunt



Children descend onto historic Cherry Hill Park to hunt for candy, prize eggs and take pictures with the Easter Bunny. The Easter Egg Hunt is a popular springtime tradition in the City for approximately 2,000 children and their parents.

### Sponsor - \$2,500

- Exclusive presenting festival rights.  
Example - Name Incorporated Into Event Name: City of Falls Church Annual Easter Egg Hunt Presented by \_\_\_\_\_ (Company Name)
- Corporate size (10' x 10') tented area with tables and chairs for company promotional items and information
- Company Banner displayed on Cherry Hill Barn above stage with the Easter Bunny and on the Cherry Hill Park Pavilion.
- Logo on City website where event is advertised
- Logo Recognition on promotional flyers
- Name Recognition during announcements on-site
- Company name included in media coverage and City press releases

## Memorial Day

An average of 10-15,000 people join the City of Falls Church in celebrating Memorial Day each year. Featuring a lively parade, over 100 crafters, civic and business booths, amusement and pony rides, this event offers a day packed full of family fun. The event has been a Falls Church tradition for over 25 years and takes place on City Hall Grounds.



### Presenting Sponsor - \$10,000

- Exclusive presenting festival rights. Example - Name Incorporated Into Event Name: City of Falls Church Memorial Day Festival and Parade Presented by \_\_\_\_\_ (Company Name)
- Corporate size (20' x 10') tented area with tables and chairs in a prominent location
- Company Banner displayed on main entertainment stage
- Logo on City website where event is advertised
- Logo Recognition on:
  - Event Banners
  - Promotional Flyers
  - Falls Church News-Press Advertisement
  - Event T-Shirts (sold at event and worn by event staff and volunteers)
- Name Recognition during announcements on-site and following the event
- Company name included in media coverage and City press releases
- Introduction and recognition by Parade Emcee on stage and opportunity to address attendees from stage
- Ten Complimentary Commemorative T-shirts
- Opportunity to purchase additional T-Shirts at discounted rate

### Sponsor - \$5,000

- Official Designation as a Sponsor of the City of Falls Church Memorial Day Festival and Parade
- Corporate size (10' x 10') Tented Area with Tables and Chairs in a prominent location
- Logo Recognition on:
  - Event Banners
  - Promotional Flyers
  - Falls Church News-Press Advertisement
  - Event T-Shirts (sold at event and worn by event staff and volunteers)

- Company name listed as a Sponsor on City website where event is advertised
- Name Recognition during announcements on-site and following the event
- Ten Complimentary Commemorative T-shirts
- Opportunity to purchase additional T-Shirts at discounted rate

### Supporter - \$2,500

- Official Designation as a Supporter of the City of Falls Church Memorial Day Parade and Festival
- Corporate size (10' x 10') Tented Area with tables and chairs in prominent location
- Company name listed as a Supporter on the City's website where event is advertised
- Recognition on:
  - Event Banners
  - Promotional Flyers
  - Falls Church News-Press Advertisement
  - Event T-Shirts (sold at event and worn by event staff and volunteers)
- Five Complimentary Commemorative T-shirts
- Opportunity to purchase additional T-Shirts at discounted rate

### Friend - \$1,000

- Official Designation as a Friend of the City of Falls Memorial Day Festival and Parade
- Company name listed as a Friend on City website where event is advertised
- Recognition on two of the following items:
  - Event Banners
  - Promotional Flyers
  - Falls Church News-Press Advertisement
  - Event T-Shirts (sold at event and worn by event staff and volunteers)
- Two Complimentary Commemorative T-shirts
- Opportunity to purchase additional T-Shirts at discounted rate

### Marching Band Sponsor - \$500-\$2,000

- Company banner carried in front of a marching band in the Parade
- Recognition by Parade Emcee on main stage during the Parade and trophy presentation
- Company name included with marching band in printed parade line up



## Independence Day

The City of Falls Church celebrates Independence Day with live music, fireworks, food and ice cream at the George Mason High School football field. The annual celebration kicks off with music and food for the whole family and concludes with a half hour fireworks show. Approximately 10,000 spectators enjoy the fireworks spectacular.



### Presenting Sponsor - \$15,000

- Exclusive presenting event rights. Example - Name Incorporated Into Event Name: City of Falls Church July 4th Celebration and Fireworks Presented by \_\_\_\_\_ (Company Name)
- Corporate size (20' x 10') tented area with tables and chairs in a prominent location
- Company Banner displayed on entertainment stage and at spectator entrance
- Logo on City website where event is advertised
- Logo Recognition on:
  - Promotional Flyers
  - Event Banners displayed on Falls Church City streets Visible to all vehicle and pedestrian traffic in the City
- Introduction and recognition on stage with opportunity to address attendees from stage
- Name Recognition during announcements on-site
- Company name included in media coverage and City press releases

### Entertainment Sponsor - \$1,000-\$6,000

- Official and exclusive designation as the City of Falls Church 4th of July Celebration entertainment sponsor
- Corporate size (10' x 10') tented area with tables and chairs in a prominent location
- Company Banner displayed on entertainment stage
- Logo on City website where event is advertised
- Logo Recognition on promotional flyers
- Name Recognition during announcements during the event
- Company name included in media coverage and City press releases





Sunset Cinema

A new Falls Church tradition invites attendees to join us for a series of movies shown under the stars in historic Cherry Hill Park. Family friendly favorites and new releases are shown on a 24 foot tall by 24 foot wide outdoor movie screen with ice cream, popcorn and cold drinks available for the crowd.



Presenting Sponsor - \$2,000

- Exclusive presenting event rights. Example - Name Incorporated Into Event Name: City of Falls Church Sunset Cinema Presented by \_\_\_\_\_ (Company Name)
- Corporate size (10'x 10') tented area with tables and chairs in a prominent location
- Company Banner displayed on outdoor movie screen
- Logo on City website where event is advertised
- Logo Recognition on:
  - Promotional Flyers
  - Event Banners displayed on Falls Church City streets. Visible to all vehicle and pedestrian traffic in the City
- Name Recognition during announcements during the event
- Company name included in media coverage and City press releases

Falls Church Farm Day

Farm Day is a popular Falls Church autumn event with over 2,000 people attending the festivities. The event takes place in Cherry Hill Park and offers families the opportunity to step back into the past and experience life in 19th century rural Virginia. Some of the activities include corn shelling and grinding in the original 1856 barn, blacksmithing and beekeeping demonstrations, horse drawn hayrides, pony rides and a petting farm. Children also enjoy painting pumpkins and making scarecrows.



Presenting Sponsor - \$4,000

- Exclusive presenting event rights. Example - Name Incorporated Into Event Name: City of Falls Church Fall Annual Farm Day Presented by \_\_\_\_\_ (Company Name)
- Corporate size (20' x 10') tented area with tables and chairs in a prominent location
- Company Banner displayed on both Cherry Hill Barn and Cherry Hill Park Pavilion during event
- Logo on City website where event is advertised
- Logo Recognition on:
  - Promotional Flyers
  - Event Banners displayed on Falls Church City streets Visible to all vehicle and pedestrian traffic in the City
- Company name included in media coverage and City press releases
- Ten complimentary tickets to each Farm Day activity



Fall Festival and Taste of Falls Church

Over 7,000 residents and visitors celebrate the arrival of fall in Falls Church at our Fall Festival and Taste of Falls Church. This annual event includes pony rides and a children's tent full of activities for young attendees. Local restaurants display samples of their cuisine that the crowd can purchase with "Taste" tickets. Over 90 crafters, businesses and civic groups set up booths with live music and amusement rides adding to the picture perfect day in Cherry Hill Park.



Presenting Sponsor - \$5,000

- Exclusive presenting festival rights. Example - Name Incorporated Into Event Name: City of Falls Church Fall Festival and Taste of Falls Church Presented by \_\_\_\_\_ (Company Name)
- Corporate size (20'x 10') tented area with tables and chairs in a prominent location
- Company Banner displayed on main entertainment stage
- Logo on City website where event is advertised
- Logo Recognition on:
  - Event Banners
  - Promotional Flyers
  - Falls Church News-Press Advertisement
  - Event T-Shirts (sold at event and worn by event staff and volunteers)
- Name Recognition during announcements on-site and following the event
- Company name included in media coverage and City press releases
- Introduction and recognition by Emcee on stage and opportunity to address attendees from stage
- Ten Complimentary Taste Ticket Books (with five Tastes each) and ten Commemorative T-shirts
- Opportunity to Purchase Additional Taste Books and T-Shirts at discounted rate

Children's Tent Sponsor - \$3,000

- Official and Exclusive designation as the City of Falls Church Fall Festival and Taste of Falls Church Children's Tent Sponsor
- Banner space on and in Children's Tent for company banner(s)
- Corporate size (10'x 10') Tented Area with tables and chairs in a prominent location in the main festival
- Logo Recognition on:
  - Event Banners
  - Promotional Flyers
  - Falls Church News-Press Advertisement
  - Event T-Shirts (sold at event and worn by event staff and volunteers)
- Company name listed as the Children's Tent sponsor on City website where event is advertised
- Company name included as Children's tent sponsor in media coverage and in City press releases
- Name Recognition during announcements on-site and following the event
- Ten Complimentary Taste Ticket Books (with five Tastes each) and ten Commemorative T-shirts
- Opportunity to purchase additional Taste Books and T-Shirts at discounted rate

Sponsor - \$2,500

- Official Designation as a Sponsor of the City of Falls Church Fall Festival and Taste of Falls Church
- Corporate size (10'x 10') Tented Area with tables and chairs in a prominent location
- Company name listed as a Sponsor on City website where event is advertised
- Logo Recognition on:
  - Event Banners
  - Promotional Flyers
  - Falls Church News-Press Advertisement
  - Event T-Shirts (sold at event and worn by event staff and volunteers)
- Name Recognition during announcements on-site and following the event
- Ten Complimentary Taste Ticket Books (with five Tastes each) and ten Commemorative T-shirts
- Opportunity to purchase additional Taste Books and T-Shirts at discounted rate

Annual Halloween Carnival

Held each year on the Saturday night prior to Halloween, the Falls Church Community Center is transformed into a Halloween Carnival to entertain guests of all ages. Attendees can play Carnival games that fill the gym, win candy and prizes, jump in the moon bounce or marvel at the Creepy Creature show.

Presenting Sponsor - \$5,000

- Exclusive presenting event rights. Example - Name Incorporated Into Event Name: City of Falls Church Annual Halloween Carnival Presented by \_\_\_\_\_ (Company Name)
- Company Banner displayed on the front of the Falls Church Community Center where all event attendees enter and inside Gymnasium where Carnival Games take place

Supporter - \$1,000

- Official Designation as a Supporter of the City of Falls Church Fall Festival and Taste of Falls Church
- Tented Area (10' x 10') with tables and chairs in a prominent location
- Company name listed as a Supporter on the City's website where event is advertised
- Recognition on:
  - Event Banners
  - Promotional Flyers
  - Falls Church News-Press Advertisement
  - Event T-Shirts (sold at event and worn by event staff and volunteers)
- Five Complimentary Taste Ticket Books (with five Tastes each) and five Commemorative T-shirts
- Opportunity to purchase additional Taste Books and T-Shirts at discounted rate

Friend - \$500

- Official Designation as a Friend of the City of Falls Church Fall Festival and Taste of Falls Church
- Company name listed as a Friend on City website where event is advertised
- Recognition on two of the following items:
  - Event Banners
  - Promotional Flyers
  - Falls Church News-Press Advertisement
  - Event T-Shirts (sold at event and worn by event staff and volunteers)
- Two Complimentary Taste Ticket Books (with five Tastes each) and two Commemorative T-shirts
- Opportunity to purchase additional Taste Books and T-Shirts at discounted rate



- Product booth on site to distribute company promotional items and information
- Company Banner or Company signage displayed in all activity rooms (Craft Room, Live Creepy Creatures Show, Spooky Storytelling and Haunted House)
- Logo on City website where event is advertised
- Logo Recognition on all promotional flyers and directional signs day of the event
- Company name included in media coverage and City press releases
- Name Recognition during announcements on-site

Carnival Games Sponsor - \$3,500

- Official designation as the Annual City of Falls Church Halloween Carnival Games Sponsor
- Company Banners displayed inside Gymnasium where all Carnival Games take place
- Logo on City website where event is advertised
- Logo Recognition on all promotional flyers
- Opportunity to distribute company "give-away" items at all the Carnival games
- Company name included in media coverage and City press releases
- Name Recognition during announcements on-site

Activity Sponsor - \$500

- Official designation as a sponsor of one of our Halloween Carnival activities (Example – Live Creepy Creature Show, Spooky Storytelling, Craft Room, Haunted House)
- Company Banner displayed in or outside of room where activity is held
- Company name on City website where event is advertised
- Company name listed on all promotional flyers
- Company name listed on signage for that activity
- Opportunity to distribute company "give-away" items in activity room
- Name Recognition during announcements on-site



Holiday Craft Show

Over 60 crafters fill both levels of the Falls Church Community Center with their handmade goods. Approximately 1-2,000 shoppers attend throughout the two day show. Various holiday themed children's activities are offered attracting many young shoppers and their parents.

Presenting Sponsor - \$3,000

- Exclusive presenting event rights. Example - Name Incorporated Into Event Name: City of Falls Church Fall Holiday Craft Show Presented by \_\_\_\_\_ (Company Name)
- Information/product booth space with tables and chairs in a prominent location of the event for both days of the show
- Company Banner displayed during both days of the event
- Logo on City website where event is advertised
- Advertisement in the Holiday Craft Show event program distributed to all customers attending the show
- Logo Recognition on:
  - Promotional Flyers
  - Promotional Postcards
  - Falls Church News-Press Advertisement
- Company name included in media coverage and City press releases
- Ten complimentary tickets to the event

Sponsor - \$2,000

- Official Designation as a Sponsor of the City of Falls Church Holiday Craft Show

- Information/product booth with tables and chairs during both days of the event
- Logo included in the Holiday Craft Show event program distributed to all customers attending the show
- Logo Recognition on:
  - Promotional Flyers
  - Promotional Postcards
  - Falls Church News-Press Advertisement
- Company name listed as a Sponsor on City website where event is advertised
- Five complimentary tickets to the event

Supporter - \$1,000

- Official Designation as a Supporter of the City of Falls Church Holiday Craft Show
- Information/product booth with tables and chairs during both days of the event
- Company name listed in the Holiday Craft Show event program distributed to all customers attending the show
- Company name listed as a Supporter on the City's website where event is advertised
- Name Recognition on:
  - Promotional Flyers
  - Promotional Postcards
  - Falls Church News-Press Advertisement
- Two complimentary tickets to the event